

Steps to Advancing Your Career

Resume Format

Make sure your resume showcases your achievements and stands out to a hiring authority. Here are three quick ways to improve your resume:

- First, lead with a summary of your skills instead of an objective.
- Second, avoid including too much job function. Assume that the person looking at your resume probably already understands your job function. Use paragraph format under the job title for any description.
- Third, use bullet points only for achievements. Bullet points are there to draw your attention, and as a high-caliber sales person you should have clear measurable achievements. (*See our Candidate Resources web-page for more details and examples*).

Do Your Research

Before your first contact with a potential employer, whether by phone or in person, take time to learn about the company. Most company websites offer plenty of information about their product and processes and often address company history, philosophies, and company culture. Hiring officials usually take pride in their company's attributes. Being able to respond knowledgeably when asked what you know about the company shows your interest in becoming part of their team.

Interview Preparation

Never walk into an interview without a plan. You've researched the company, conquered the phone interview, and now you're set to meet face to face. Since your objective is to get an offer, it is essential to anticipate potential questions and already know the answers. Be sure to reference the Interview Preparation guide which can be found listed under the Candidate Resources page on our website. Of course the internet has many other readily available interview resources. Taking notes during your interview preparation will provide a nice outline to review just before your interview. The confidence that comes from being well prepared will be apparent during your interview.

Dress for Success

Appropriate dress for an interview is more often than not business casual. Ties, jackets, or suits may be more appropriate when interviewing at corporate headquarters or off-site with a corporate officer. Regardless of the proper attire, make sure your clothes are clean and pressed, your shoes are shined, and you are otherwise well groomed in order to make a positive impression. If you are unsure about proper attire, discuss this with your recruiter ahead of time.

Company Follow Up

Within 24-48 hours after an interview be sure to send a brief thank you email to each person with whom you interviewed. This may mean sending several personalized e-mails. Making it short and simple is always best. Open with a thank you for their time. Personalize the next line with a compliment or something you were impressed by at the company. Next, say why you fit the job: "I am confident that my experience with XYZ product has prepared me well for this position." Finally, specifically communicate your interest in the position such as: "I am very interested in this Sales Manager position and what I've learned about XYZ Company. I'd like to become a member of your team and look forward to hearing from you." This step in the interview process reinforces the positive impression you have just established in the face to face visit.

Recruiter Follow Up

Immediately after your interview, call your recruiter so they can continue to act as your advocate throughout the process. If the recruiter has not heard from you when the company calls, it could be interpreted by the recruiter and/or the company as a lack of interest on your part.